



CHARLOTTESM

**ENGINEERING & PROPERTY
MANAGEMENT**

Special Events Permitting Changes for Outdoor Events on Private Property

February 20, 2018

Criteria For Permits

- If an Outdoor event on Private Property requires any of the following criteria, the event organizer coordinates individually with the permitting agencies
 - Amplified noise (over 55db) – Police
 - One time sale of alcoholic beverages or a Temporary Extension of a current Alcohol License for an existing business – Police
 - Tents or canopies over 400 sq. ft. – Fire
 - The location of the tent structure (out of setbacks, not in the public ROW) – Zoning
 - Electrical Addition– Mecklenburg County LUESA
 - Prepared Food Sales – Mecklenburg County Health Department

Event Needing a Permit



- ✓ Amplified Sound over 55 db
- ✓ Alcohol Sales
- ✓ Tent is over 400 sq. ft.

Event Not Needing a Permit



- ✓ Tent is under 400 sq. ft.
- ✓ Not selling alcohol
- ✓ Not selling prepared food

- For the 2017 CIAA tournament, 11 tent permits were issued.
 - 8 were small tents located next to places of assemblies (restaurants, bars, special events centers, etc.)
 - 3 were free standing tents
- For the 2018 tournament, to date,
 - No tent permits have been issued. But, these permits are usually issued 2 weeks prior to the start of the tournament.
 - 14 temporary extension or one-time alcohol sale permits have been issued

Two Key Finds From All Past Events

1. After analysis of the permitting process for past events, it became evident that there is a need for a formal collaborative effort among review and permitting agencies in the sharing of information
 - No central “clearing house” to consolidate all permits issued for events
2. No place where an event planner can go to find out permit requirements

Incremental Step to One Stop Permitting

- Ideally, a “one stop permitting” process would be the best approach, but, this year’s process is an incremental step to get to that ideal
 - After the tournament, a meeting with stakeholders: City and County review agencies, Ongoing and Future Event Stakeholders (example: CIAA, NBA All Star Committee, NCAA Tournament Committee, etc.), CVRA, will occur to determine a collaborative path forward for **all** Outdoor Events on Private Property

Goals for the Process Improvements

- A single point or centralized notification process for a collaborated distribution of permitting information
- Higher coordination among review agencies
- A better understanding of the event because of the additional information provided and distributed

Action Plan:

- E&PM/Land Development is acting as the Coordinator of permitting activity
- For data collection purposes, Land Development has established a staff contact within each agency, listed below. These agencies issue permits directly to event organizers
 - Police
 - Fire
 - Zoning
 - Mecklenburg County

Process:

- All agencies will send all approved permits associated with the event (in this case the tournament) to Land Development for insertion on a master spreadsheet.
- The updated spreadsheet, with all approved permits listed, will be sent out weekly (on a daily basis a week before the event) to all agencies to verify accuracy of information and to update permit issuance
- At the time of the event, a master spreadsheet will be distributed to Police and Fire

- Data captured on the Master Spreadsheet:
 - Applicant
 - Company
 - Contact information: email, phone
 - Intent of event
 - Event location
 - Property owner (where applicable)
 - Event start date and time
 - Event end date and time
 - Permits Issued: ABC, Noise, Tent, Vendor, Electrical



Key Find #2: No Place Where An Event Planner Can Go To Find Out Permit Requirements

- A ***Charlotte/Mecklenburg County: Outdoor Event on Private Property Questionnaire and Permitting Guide*** has been created
- Through a series of questions, the event planner can determine when a permit is required, by which agency and they are given the option to contact the agencies directly, or submit the questionnaire. If they opt to submit the questionnaire, they will be contacted by Land Development staff to provide assistance.
 - If the customer elects not to fill out the questionnaire but work directly with the permitting agency, the permit issuance will ultimately be captured through the weekly master spreadsheet update process.

- Available on the City's Land Development website. <http://charlottenc.gov/ld>.

- Click on



- This is our first consolidated effort to make incremental improvements to the entire Outdoor Events on Private Property process
- A debrief after the tournament will be held to determine successes and areas of improvement
 - Including the exploration of a software solution to manage this process
- Higher coordination and communication among review agencies will bring a universal understanding of events being held.



Questions



Charlotte City Council CIAA Tournament Referral

Referral Areas	Findings	Remaining Work / Opportunity Areas	Comments
1. Hotel Rates	2017 avg. rates lower than 2016 avg. rates. CIAA had no control over their inventory until two years ago when they began working with Conference Direct. Since then Average Daily Rate (ADR) has declined (i.e. 2017: \$262.82 to \$254.37).	CIAA and CRVA dialogue with hotels to reduce CIAA attrition penalties (if room block not met).	<p>Patrons can experience higher hotel rates if not reserved by the room block reservation deadline. Rate negotiation is the responsibility of the CIAA and the hotels. 2017 attendee surveys demonstrated high satisfaction with attendee experience including hotels.</p> <p><u>Update</u> Hotels are the greatest challenge for the CIAA Conference. The CIAA continues to work with Conference Direct to manage hotel agreements and rates. They evaluate blocks annually to minimize risks to the conference and institutions. The CIAA's marketing and PR strategy is to educate, inform and advocate for alumni, sponsor and fan support of the official blocks.</p>
2. One Arena	Cost effective and strong fan experience at Bojangles' Coliseum	Develop greater marketing for restaurants and amenities in Bojangles' vicinity.	<p>Contractually obligated to use Bojangles' for early games and Spectrum Center for later games; Approximately \$400K additional annually to host all games in Spectrum Center; NBA/Spectrum Center schedule impacts availability. Examine opportunities for bolstering CIAA support for East side businesses via CIAA working LOC marketing, communications, community activation efforts. 2017 attendee surveys showed that attendee experience at Bojangles' Coliseum was positive overall.</p> <p><u>Update</u> The CIAA will continue to proceed with Bojangles' for early round games as agreed upon. Middle school day has been moved to Owen's auditorium on Tuesday to support the atmosphere and games on Tuesday and Wednesday. The CIAA/LOC Marketing and PR subcommittee are developing strategies to include awareness for fans of local establishments near Bojangles' and to garner support from eastside establishments.</p>



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3. Relationship with EpiCentre, Center City Partners (CCP) and Corporate Sponsorships	Contract with Urban Sports ended in 2017; New sponsorship vendor Van Wagner Sports & Entertainment will assume responsibilities on sponsorships and corporate relationships in June 2017; CCP is actively involved in community activation role on LOC.	Van Wagner to revamp sponsorship approach and work closely with CIAA and LOC on securement and activation of sponsorships.	<p>CCCPs has been actively involved in CIAA LOC efforts related to community activation for the last 12 years, assisting with areas such as the securement of Center City light pole banners promoting the tournament and generating support from Center City businesses. Orange Barrel Media manages all advertising/visibility efforts for the EpiCentre.</p> <p>The LOC and Van Wagner will look for any opportunities that may be good fits for 2018.</p> <p><u>Update</u> The LOC and Van Wagner will look for any opportunities that may be good fits for 2018. The CIAA/LOC has created a sub-committee to support external opportunities and collaboration to execute defined strategies for the upcoming tournament. VWSE sports and CIAA staff have met with Epicenter officials for opportunities to promote and engage. The Village concept for vending outside and restaurant program are other opportunities this committee will explore. The CIAA is seeking every opportunity to partner and to collaborate resources for optimal exposure, impact and business community engagement.</p>
4. Current Contract	Current contract runs through 2020	None at this time.	<p>New contract discussions anticipated to begin in late 2018, led by CRVA.</p> <p><u>Update</u> Dialogue will begin this fall with CIAA Board and CRVA.</p>



Charlotte City Council CIAA Tournament Referral

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5. Local Organizing Committee (LOC)	Desire increased elected official and community involvement.	Evolve LOC structure to include leadership representation.	<p>CIAA and CRVA have enhanced the current LOC to include an additional component: a leadership advisory LOC comprised of local corporate and community leaders to enhance the working LOC made up of CIAA, CRVA and CIAA vendor staff members. Current working LOC, which handles more than a dozen areas of execution, is very effective and will require no changes.</p> <p>Update The CRVA and CIAA have recently identified individuals to serve on LOC leadership advisory committee to include a city council member, members of the business community and key leaders in the Charlotte area. The first meeting was held this fall and subsequent meetings have been held.</p>
6. Packaging Corporate Sells	Increase ticket and sponsorship package opportunities to corporate entities	New sponsorship vendor Van Wagner to create an activation plan for 2018 and present it for approval to the newly formed CIAA Leadership Advisory LOC.	<p>See number 3 and 5.</p> <p>Update VWSE will serve on LOC Marketing sub-committee to identify opportunities and assets for sponsor engagement and resources to support the CIAA tournament. This sub-committee will provide updates to both the LOC committee and Leadership Advisory Board.</p>
7. Involvement with the Community	Increase local and regional attendance and involvement in tournament events.	Enhance local and regional marketing, promotions, and public relations strategies.	<p>Contractually CIAA manages marketing, communications and promotional efforts, although the CIAA LOC (including CRVA) has supported and partnered in previous years. CIAA and the working LOC will look to create specially targeted local engagement initiatives using paid and earned media as the primary vehicles.</p> <p>Update The CIAA/LOC has created a sub-committee to support external opportunities and collaboration to execute defined strategies for the upcoming tournament. This committee will ensure that dollars budgeted and allocated are diversified to engage specific target areas. The CIAA has currently engaged the Hispanic chamber and will identify other areas to promote and market to the Charlotte East community. Middle School Day will be moved to Ovens Auditorium on Tuesday. The CIAA is focused on increasing ticket sales and community engagement with local businesses especially on the eastside near Bojangles's Arena.</p>

Referral Areas	Findings	Remaining Work / Opportunity Areas	Comments
<p>8. Village Boundaries</p> <p>9. Permits for non-CIAA sanctioned events</p> <p>10. Registration for CIAA sanctioned events</p>	<p>Unsanctioned events are a concern,</p>	<p>Explore opportunities and legal options for “clean zone” near event. City is researching legal and permitting options.</p>	<p>Staff provided the Community Safety Committee presentations on large event permitting at several of their meetings this past spring. These efforts are highly complex and legally contentious and involve many different stakeholders. An interdepartmental work team reviewed model ordinances and best practices to provide options for event permitting process and regulations.</p> <p><u>Update</u></p> <p>The City has developed a revised permitting notification process for special events that can be applied to a broad spectrum of public events. The goal is to have a one stop permitting process and this interim step is the first to be implemented.</p> <p>The Commissioner supports managing unsanctioned events with the goal of creating a consolidated permitting process. There are significant legal difficulties associated with a traditional “Clean Zones” approach. Next year, City staff, CCCPs and the CRVA will work with the CIAA staff to develop a street festival like event with the goal of engaging small and local businesses during the tournament (to include promoters).</p>